

# gCast: Email Creator User Manual



Layout Edit Styling

Text (1 Column)	Text (2 Column)	Image
Image Block	Image and text	Image and text
Image and text	Image and text	Divider
Connect	Share	

drop here

# gCast: Email Creator User Manual

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## Overview

The following document will outline the functions of the Email Creator.

The Email creator is designed to create a beautiful, mobile responsive\* email without any coding! Before each element is covered – there's a few things you might want to know.

- 1) **Width.** The email is set to a fixed width of 600 pixels wide on desktop/webmail email clients. This has been locked this down so the email doesn't "blow out".

### 2) Autosave

When a new campaign is accessed and hadn't been saved previously the following message will appear.

There is a auto saved copy of this campaign from 21/Aug/2013. Would you like to load it now?

If you want to load the previous campaign, select "Ok". If you do not want to load the last campaign, press "Cancel".

**Please note:** This is based on your local settings. It is highly advised you save your campaign as often as possible.

### 3) Aviary photo editor

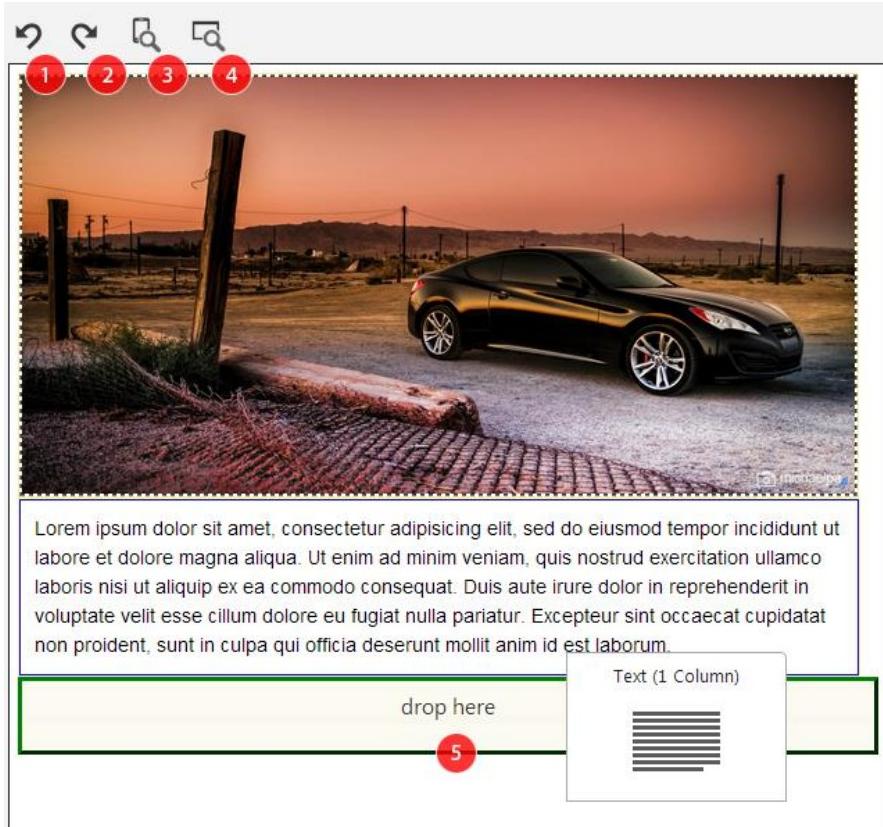
The Email Creator is plugged into Aviary, where you can use beautiful filters, frames, stickers, intuitive retouching tools and more.

\*Not all smart phones and email clients will support "responsive emails". Responsive will work on Native iPhone and most Native Android email clients. [View the full list](#) of devices that support responsive email. Credit to Style Campaign for the list.

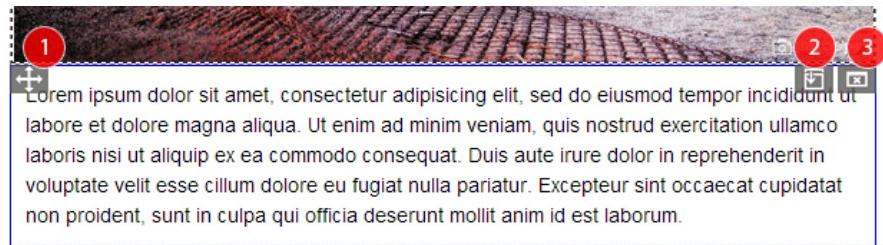
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## The Canvas

The following options are available to assist building and email using the email creator.



1. To undo a step, press this button.
2. To redo a step that was undone, press this button.
3. **Mobile Preview.** Provides an indication of what the email could look like on a supported mobile device. **Note:** The preview is an **indication only** of how the email could look on a supported mobile device so we recommend you test your email.
4. **Desktop/Webmail Preview.** Provides an indication of what the email could look like in a Desktop/Webmail email client. **Note:** The preview is an **indication only** of how the email could in a Desktop/Webmail email client so we recommend you test your email.
5. Elements from the layout area are "dropped" here to build the email.

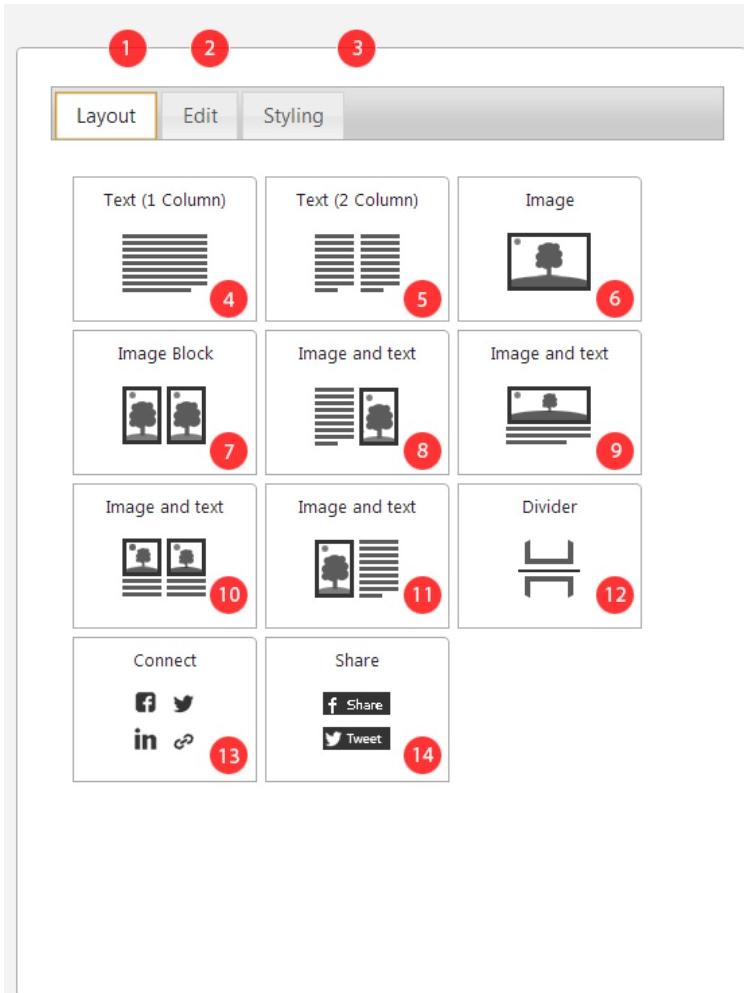


1. **Move.** Move your elements up or down. If you drop the element on top of another it will slot it above.
2. **Duplicate.** Duplicate the element.
3. **Delete.** Delete the element.

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## Layout Area

The numbered list will give a summary of the element. For further detail view the details in the Edit Area.



1. **Layout.** This area will always display the elements available to drag and drop onto the canvas.
2. **Edit.** This will display the editing properties for element. See Edit Area for more information.
3. **Styling.** Allow styling for the Email Background (outside of the elements), Content Style and Content Background Style (inside of the elements). See Background Area for more information.
4. **Text (1 column).** 1 column text element. Content will display across the whole screen.

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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5. **Text (2 column).** 2 columns of text element. In a standard email client the columns will display side by side. When viewed on a supported mobile device the right column will drop underneath the left column.

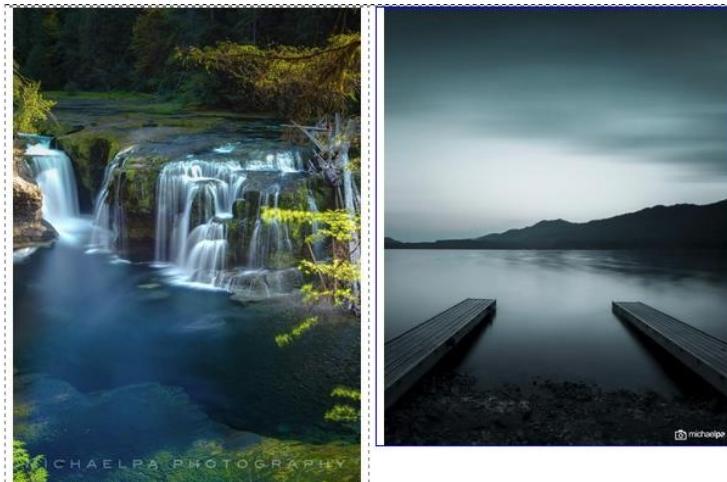
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

6. **Image.** 1 column image element. Image will display across the whole screen. If the image is less than 600 pixels the image will centre align.

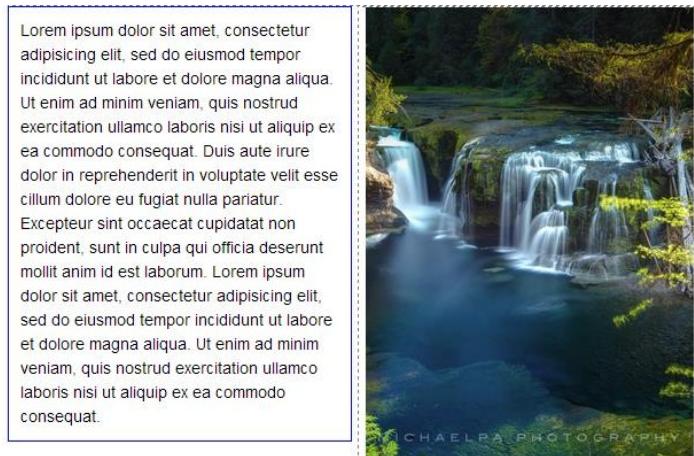


7. **Image Block.** 2 column image element. In a standard email client the images will display side by side. When viewed on a supported mobile device the right image element will drop underneath the left image element.



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8. **Image and text.** 2 column image and text element. In a standard email client the images will display side by side. When viewed on a supported mobile device the right image element will drop underneath the left text element.

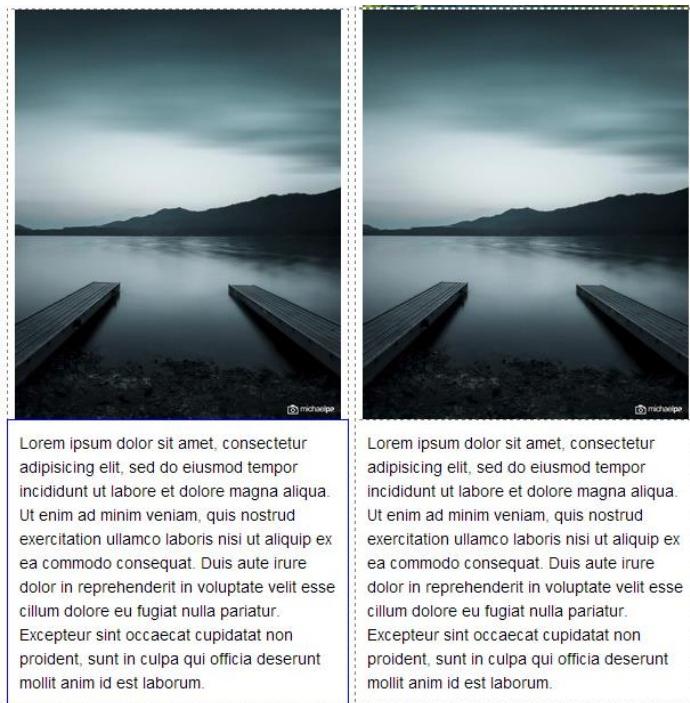


9. **Image and text.** 1 column image and text element. Image will display across the whole screen. If the image is less than 600 pixels the image will centre align. Content in the text element will display across the whole screen.



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10. **Image and text.** 2 column image and text element. In a standard email client the images and text content will display side by side. When viewed on a supported mobile device the right image and text element will drop underneath the left image and text element.



11. **Image and text.** 2 column image and text element. In a standard email client the images will display side by side. When viewed on a supported mobile device the right text element will drop underneath the left image element.



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12. **Divider.** Drop in a divider to separate elements. Apply width and colour (Note: Width and colour style not supported in all email clients).
13. **Connect.** Choose from up to 11 ways clients can connect with you from your email campaign. To remove a connect option simply uncheck the option from the connect menu. See edit area for more information.



14. **Share.** Choose up to 3 ways recipients can share your email campaign. See Edit Area for more information.

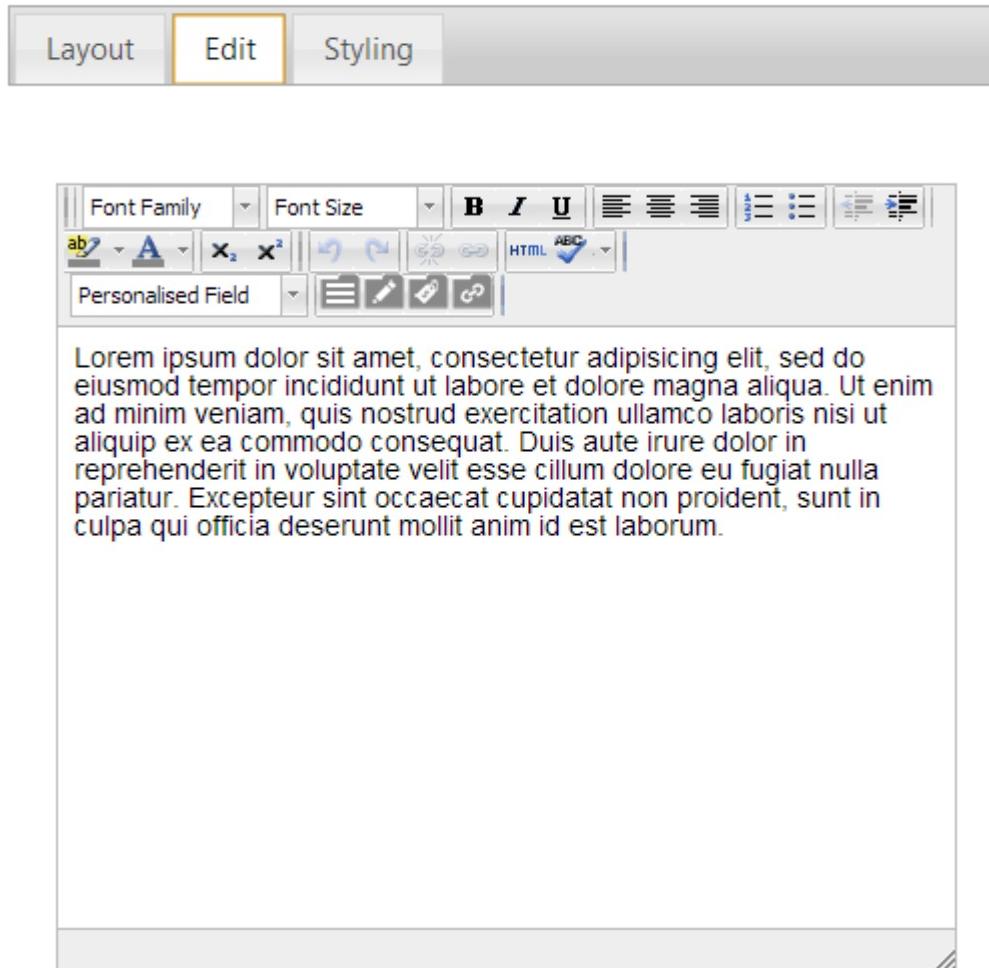


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## Edit Area

The following options are available when an element is selected for editing.

1. **WYSIWYG.** Applies when text elements are selected. This editor is a “slimmer” version of the current WYSIWYG editor. Edit the text in this editor and it will reflect in the template. Whilst the content style for the element can be selected via the background option, any specific font styles specified within this area will overwrite the content style selected.



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## 2. Edit Image

Applies when an image is selected

Layout    **Edit**    Styling

**Edit Image**

Image:

Link:

Description:

Size (H x W):  x   
 Constrain proportions

Border:

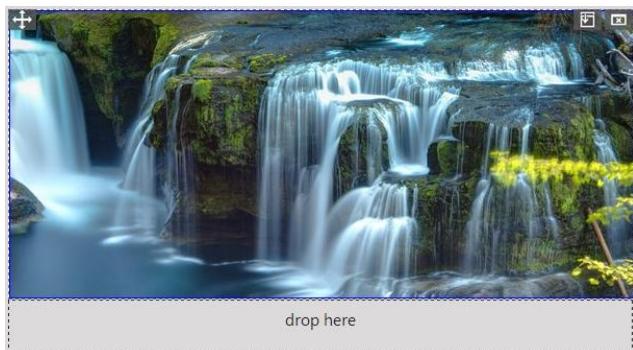
Edit with [Aviary](#)

- **Image.** Browse to swap the image over.
- **Link.** Apply a link to the image.
- **Description.** The text you would have recipients of the email see if the image is blocked.
- **Size (H x W).** Resize the image by pixel. Constrain proportions will ensure the image doesn't look "stretched".
- **Border.** Apply a border to the image. Default is 0.
- **Update.** Updates the changes applied in these settings.
- **Edit with Aviary.** Aviary is designed to easily edit your images. No Photoshop skills required.

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Example of Aviary in action:

1) Before



2) Edited



3) After



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### 3. Divider

Applies when a divider is selected



- Width up to 5 can be applied
- Colour can be applied

### 4. Connect

Choose from up to 11 ways clients can connect with you from your email campaign. To remove a connect option simply uncheck the option from the connect menu.

Alignment can be selected to the left, centre or right of the element.

To set your social sites as default for future campaigns, go to **Settings** and select **Campaign Settings** then enter the URLs for your social sites under the **Social** heading. Your website and email address will continue to be drawn from the settings in **Company Details**.

A screenshot of the 'Edit' tab in the gCast interface. It shows a 'Connect' section with the heading 'Choose how members connect with you'. Below it is a list of social media icons with their corresponding URLs:

- http://www.facebook.com/
- http://www.twitter.com/
- http://www.linkedin.com/
- http://www.youtube.com/
- http://www.tumblr.com/
- http://pinterest.com/
- http://www.mywebsite.com/
- http://plus.google.com/
- http://instagram.com/
- http://maps.google.com/
- mailto:gen3proofing@gmail.com

To set your social sites as default for future campaigns, go to **Settings** and select **Campaign Settings** then enter the URLs for your social sites under the **Social** heading. Your website and email address will continue to be drawn from the settings in **Company Details**

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## 5. Share

Choose up to 3 ways recipients can share your email campaign. Alignment can be selected to the left, centre or right of the element.

The email can be shared to facebook, tweeted to twitter or the email can be sent to a nominated email address.



### Share

Choose how members can share your email

Align: Left

Share

Tweet

Send

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## Styling Area

The Styling area allows you to specify styles to the email and its elements. You can also apply a content style to all text blocks.



### Email Background Style

Background Colour



Link Colour



Font Colour

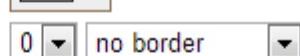


### Content Style

Background Colour



Border



Border Colour



Arial

14px

Font Colour



Text Align

Left

Line Height

1/2 spacing

Padding

10px

Apply Content Style to all text blocks

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## Email Background Style

The following apply to the entire email (including the online viewing and footer text).

### Background Colour

Select from the colour picker/slider or enter a hexidecimal code. This colour will be the background colour used in the canvas of the email.



### Link Colour

Select from the colour picker/slider or enter a hexidecimal code. This colour will apply to links used in the email.



### Font Colour

Select from the colour picker/slider or enter a hexidecimal code. This colour will apply to font used in the email.

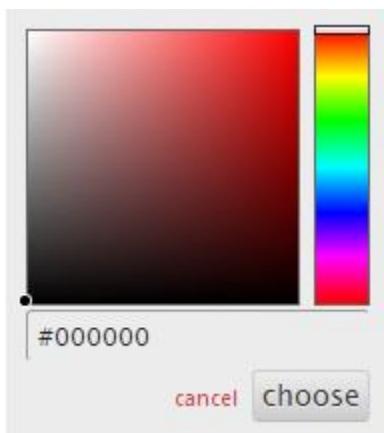


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## Content Style

### Background Colour

Select from the colour picker/slider or enter a hexidecimal code. This colour will change the background colour of the content block.



### Border

Apply a Border to the content block and choose from the following options

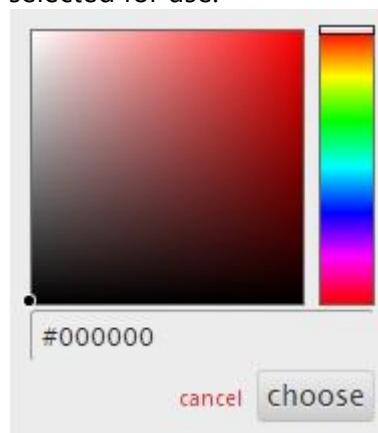
Size 1 – 5 pixels

#### Border

- no border
- dotted border
- dashed border
- solid border**

### Border Colour

Select from the colour picker/slider or enter a hexidecimal code. This will add a colour to the border of the content block if it is selected for use.



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## Content Style

The following options are available for the content block

### Font Family

Arial  
**Arial Black**  
Comic Sans MS  
Courier New  
Georgia  
**Impact**  
Lucida Console  
Lucida Sans Unicode  
Palatino Linotype  
Tahoma  
Times New Roman  
Trebuchet MS  
Verdana  
Gill Sans

### Font size

8px  
10px  
12px  
**14px**  
18px  
24px  
36px

### Font colour



### Text align

**Left**  
Center  
Right

### Line Height

Normal  
Slight  
**1/2 spacing**  
Double

### Padding

0px  
5px  
**10px**  
20px

Apply Content Style to all text blocks

This clicking this option will apply the selected style to all existing text blocks. To apply an updated style, simply uncheck and re-check the check box.